

Catalog Artists Videotapes (excerpt)

Electronic Arts Intermix, 1975

A WORD ABOUT ELECTRONIC ARTS INTERMIX, INC.

Electronic Arts Intermix, Inc. was organized as a not-for-profit corporation under the laws of New York State to assist artists seeking to explore the potentials of the electronic media, particularly television, as a means of expression and communication. It has sponsored a number of projects in this field, including the Annual Avant Garde Festivals of New York and The Kitchen.

It is now concentrating on the establishment of the Artists Videotape Resource, which distributes artists videotape programs and operates the editing/post production facility where qualified artists may creatively edit their tapes.

One of the objectives of Electronic Arts Intermix is to help make it possible for educational institutions to expose students to creative personalities and their work through the wonderfully intimate medium of video, which permits a one-to-one relationship between the viewer and the subject which no other means of communication can achieve.

Another objective is to retrieve some of the excellent experimental programs which have been aired once or maybe a few times, and which otherwise would lie dormant, and to make these available to educational institutions in videocassette format, which permits their exhibition in the time and place desired.

Still another objective is to gain an audience for the artist so that the impact of his work may be enhanced and to enable him to generate income from his work to help cover his costs.

President of Electronic Arts Intermix, Inc. is Howard Wise, who organized the exhibition "TV as a Creative Medium," presented in May 1969, at the Howard Wise Gallery, N.Y. This was the first major manifestation of the then underground video movement.

John Trayna, Director of the Artists Videotape Resource, was until May 1974, Operations Director of Synapse, a closed circuit communications system of Syracuse, N.Y.

Flora Meyer, Assistant to the President, is a recent graduate of Temple University.

Electronic Arts Intermix, Inc. is supported in part by the National Endowment for the Arts and the New York State Council on the Arts.

A WORD ABOUT THE VIDEOTAPE PROGRAMS

Electronic Arts Intermix, through the Artists Videotape Resource, makes available to Art Schools, Libraries, Museums, Universities and other educational and cultural institutions a broad spectrum of videotape programs made by independent artist-producers as well as works produced by artists-in-residence at three major centers concerned with experimental television;

the National Center for Experiments in Television in San Francisco; the Public Television Station WGBH-TV, Boston, and its new Experimental Television Workshop; and WNET Channel 13's TV Laboratory, New York.

Also are included programs related to art such as the ten programs of the "Eye-to-Eye" series produced by WGBH in collaboration with the Museum of Fine Arts, Boston; "Video-Variations" produced by WGBH and eight videoartists in concert with the Boston Symphony Orchestra; and programs by groups such as TVTV (Lord of the Universe) and The Ant Farm (The Cadillac Ranch Show); Dubuffet's animated painting COUCOU BAZAR at the Guggenheim; and video portraits and interviews of artists and art personalities.

The Programs are in 3/4" videocassette format.

The Artists Videotape Resource is supported by the National Endowment for the Arts and the New York State Council on the Arts.

A WORD ABOUT VIDEO

"Video" has generally come to mean "portable television" which became a reality when Sony introduced the "PortaPak" in 1968. This system uses 1/2 inch videotape instead of the 2 inch tape used in studio equipment. The smaller tape permits the use of the hand-held video camera and a portable battery-powered video tape recorder. The relatively inexpensive cost of the PortaPak puts the television medium in this form within the reach of artists, who were quick to understand its potentials as a medium of their expression.

The principal advantages of Video over other media are:

- The picture and the sound are recorded simultaneously on the magnetic tape, and thus are automatically in synch;
- There is no necessity of processing, and the tape may be played back immediately;
- The information on the tape maybe modified electronically, thus enabling the artist to extend the scope of his creative powers.
- Video operates silently